

IC expert/ Content Editor

Job Description – We are looking for a Content Writer to join our editorial team and enrich our websites with new blog posts, guides and marketing copy. Content Writer responsibilities include conducting thorough research on industry-related topics, generating ideas for new content types and proofreading articles before publication. If you're familiar with producing online content and have an eye for detail, we'd like to meet you. Feel free to share samples of your work or portfolio of your published articles, along with your application. Ultimately, you'll deliver quality writing pieces that appeal to our audiences, attract customers and boost brand awareness.

Educational Qualification

- BSc in Marketing, English, Journalism or related field.

Skills & Requirements

- Excellent oral and written communication skills, strong interest in current events, ability to thrive under deadlines, experience with desktop publishing programs.
- Plan the contents of publications according to the publication's style, editorial policy, and publishing requirements.
- Verify facts, dates, and statistics, using standard reference sources.
- Monitor news-gathering operations to ensure utilization of all news sources, such as press releases, telephone contacts, radio, television, wire services, and other reporters. Collecting raw data and handling the scripting part with beautification and uploading the same in different social media.
- Allocate print space for story text, photos, and illustrations according to space parameters and copy significance, using knowledge of layout principles.

Work Responsibilities

- Writing blog posts and marketing copy to promote our products and services.
- Proofreading, re-structuring and editing articles by content writers.
- Updating our website and social media pages with new content.
- Craft and send our monthly newsletter
- Interview industry professionals and use online sources to research topics.
- Improve illustration in collaboration with marketing and design teams.
- Optimize published pieces using guidelines.
- Manage the editorial calendar and ensure timely publication.
- Generate new ideas around industry-related topics.
- Monitor web traffic and user engagement.

Gender – both

Experience - 2 - 5 Years

Salary – 12000 to 20000